

CLIENT SUCCESS STORY

Toyota Fleet Management

Automotive Company Increases Referrals, Quotes, Contracts, and Amount Financed Through Multi-Year Program

Challenge

With over 25 years of financial services expertise, Toyota Fleet Management (TFM) has, until recently, been the only fleet leasing business in the Toyota world and the second largest in the Australian market. The company is responsible for supporting the Distributor (TMCA), Toyota Dealer Network, and Toyota customers.

In addition, TMCA runs a Fleet Specialist Dealer program (FSD), the mission of which is to recognize and deliver specialist training to those dealerships committed to Fleet Sales. TFM saw a great opportunity to better support the dealers by offering more support and adding more value to the FSD program.

Solutions

TFM partnered with RAIN Group, a [global sales training company](#), to design a program that supported this capability to the dealer network. The Fleet Sales Enablement program has now run successfully for the past three years.

In the first year, RAIN Group established a program that enabled TFM to deliver products, systems, and tools to the dealers. The initial 12 dealers completed a 2-day [Insight Selling: Advanced Consultative Selling](#) workshop where they learned how to lead with value and show small businesses how they can buy and manage their vehicles through their local dealership. Six months later, the program was rolled out to all FSDs nationwide.

In the second year, TFM offered a 2-day workshop covering [RAIN Selling: Foundations of Consultative Selling](#) and [RAIN Sales Prospecting](#). RAIN Group also created a suite of sales enablement tools to make it quick and easy for the sales teams to more effectively prospect.

Gavin Jackson, Head of Fleet Sales, shared, "We started driving terrific outcomes. Dealers used the tools to sell the benefits of a

managed finance offering to local small business to great effect, and an increase in market share was achieved as well as many other performance outcomes."

In the third year, TFM launched a 2-day workshop. The first day focused on the [9 Habits of Extreme Productivity](#), followed by a deeper dive into specific topics in RAIN Sales Prospecting.

"Once again, we had a significant increase in activity. They acquired all of the knowledge and tools needed to get out there and prospect. The dealerships were talking to small businesses and had a value offering to sell a solution, not just a car. They also learned how to increase their productivity by focusing on the right activities," said Gavin.

TFM reinforced concepts learned with [online sales training](#), [RAIN Mail](#), a mobile and email app that presents sales scenarios, and [RAIN Sales Coaching](#) to help dealers build plans and hold them accountable.

Results

The program has had a major impact on TFM's success and reputation. Results include:

- Online finance quotes completed by dealers increased 1,091%
- The number of contracts written online improved 68%
- Actual amount financed increased 103%
- Corporate referrals increased 40%

"Now dealers understand the value of offering more than just a car. If you offer a managed finance product, it takes the headache away from the small business owner. That's the best way to sell a car," shared Gavin.

"RAIN Group was passionate about helping us and knew exactly what the opportunity was. They made it very easy for the dealers to be successful. There was a lot we had to do to increase the capability of our own team and then gain respect in the Toyota world. RAIN Group has been a big part of that. We've gone from being just a financier to a trusted fleet partner to our stakeholders. We continue to work closely with TMCA to add value to their FSD program and we are continuously working with the dealers to deliver capability to support the sale of vehicles."

Gavin Jackson, Head of Fleet Sales, Toyota Fleet Management